

Demand Driven Agile Growth

@bernino Lind
CloudSigma





rewards
Advantage Card
Redeem 100 fuel points
Details inside!

CloudSigma

Atos

T-Systems

Regular

4 1 9 $\frac{9}{10}$

Plus

4 3 9 $\frac{9}{10}$

V-Power

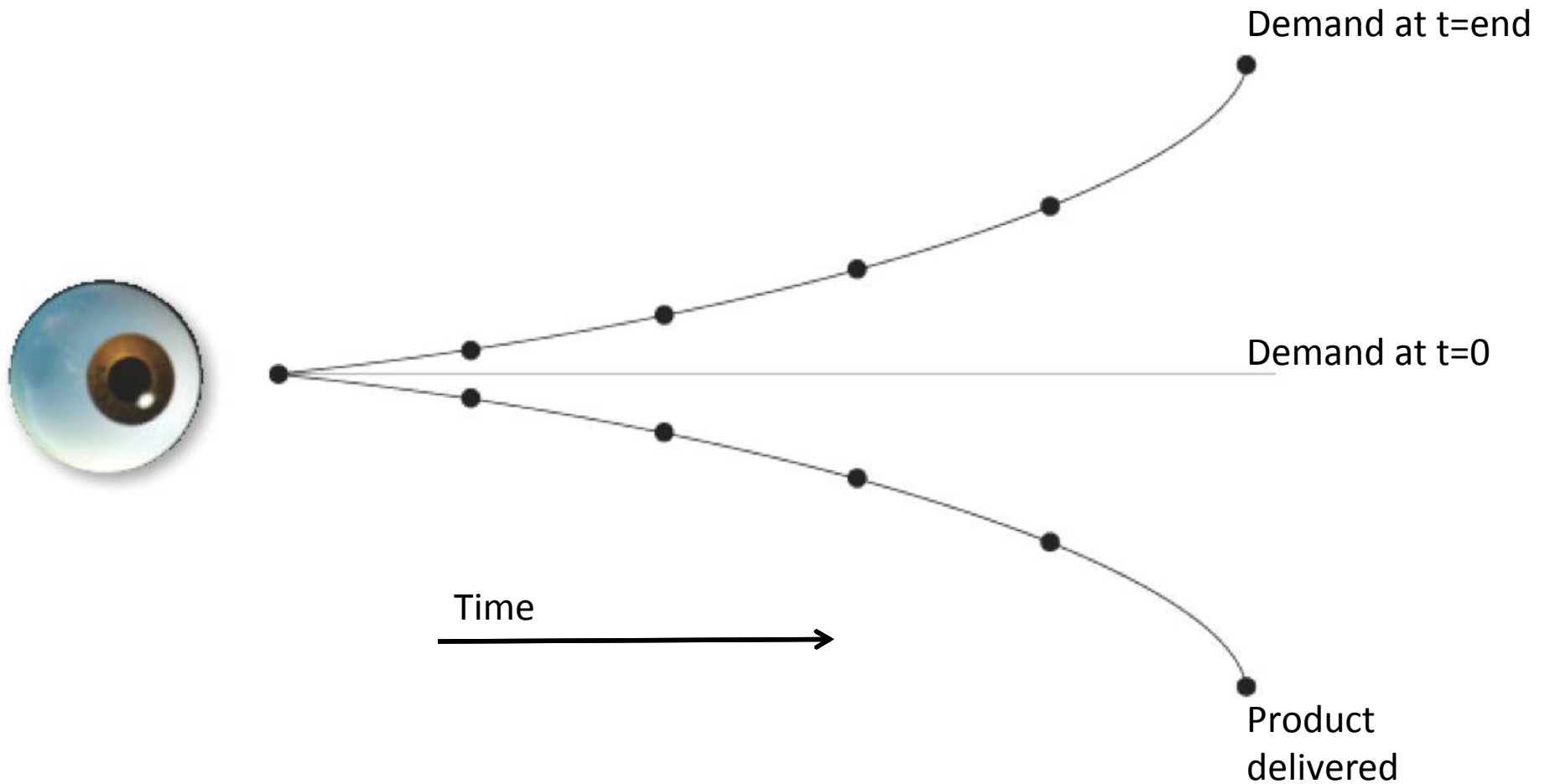
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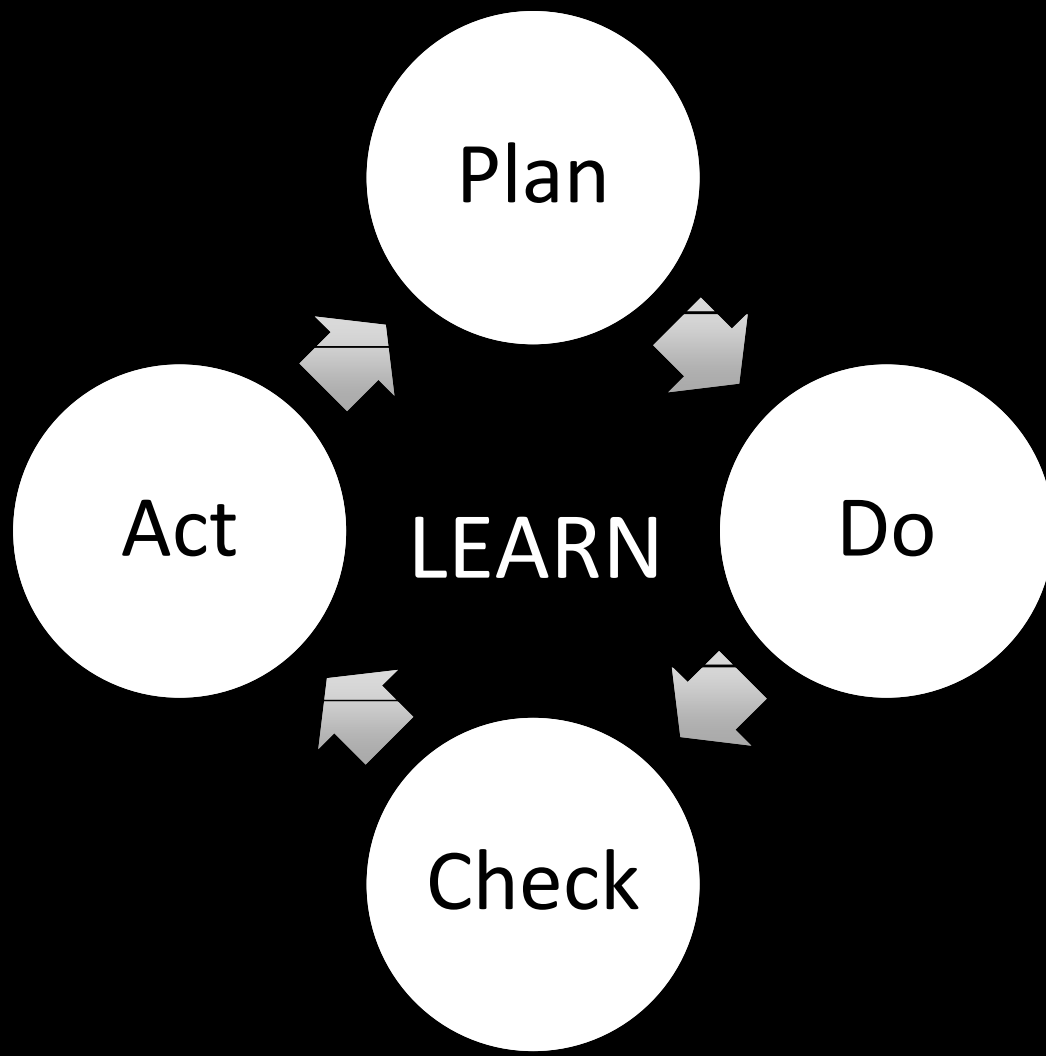




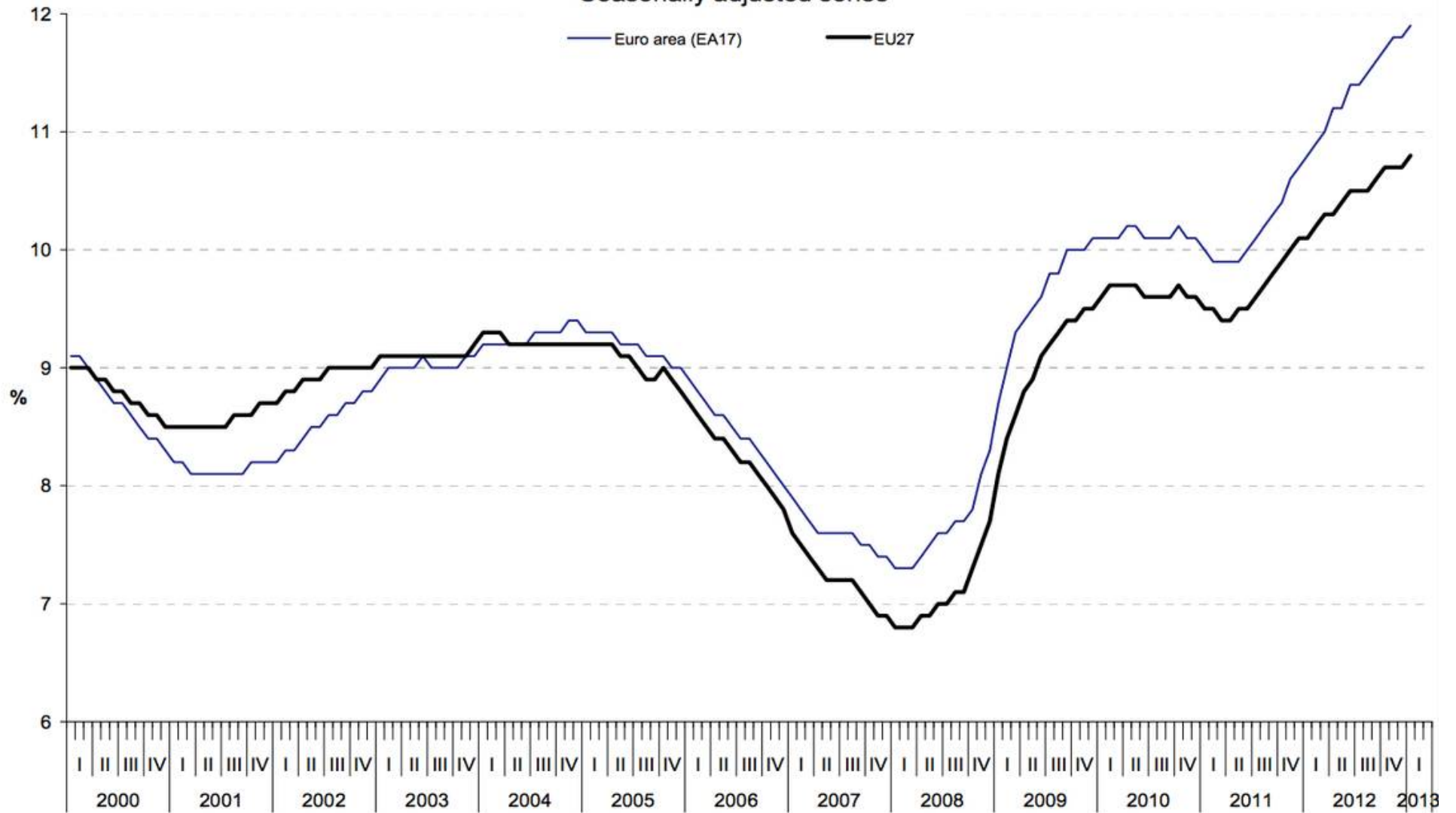
Demand Side = Efficient
Fund them
Let supply side bid

Uncertainty Cone





Euro area and EU27 unemployment rates
Seasonally adjusted series



SMALL BUSINESSES HAVE A **GOLDEN** OPPORTUNITY TO SEIZE NEW GROWTH OPPORTUNITIES



BACKED BY INITIATIVES SUCH AS ...



45%

of SMEs are focused on expanding their business

BUT HOW?

21%



are changing their business strategies to help successfully challenge larger competitors

1/5

now offer additional products to existing and prospective clientele

37%



plan to expand their business into new areas over the coming year



TO ENABLE GROWTH ...

69%



SMEs are looking to prioritise winning new customers and partners

58%



are looking to improve relationships with current customers and partners



2/5

would like to use mobile social networking to network with other small businesses in the future



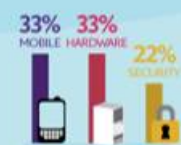
63%

find the advice and support of other small businesses useful



58%

see social tools as an important part of business operations



24%

are prioritising investment in technology this year



65%

of SMEs recognise that technology can improve the ability to communicate with customers

TECHNOLOGY IS THE KEY...

SMB Cloud Market



Infrastructure as a Service

Web Presence & Web Applications

Hosted Communication & Collaboration

Business Applications

The Missing Middle



Source: Confederation of Danish Industry in cooperation with ESA BMO Network based on Thierry Sanders, NCDO

To finance growth...

finance Demand

&

procure from SMBs